

Message Text

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ACTION EUR-12

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TO USIA WASHDC

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E.O. 11652: N/A

SUBJECT: COUNTRY COMMERCIAL PROGRAM FOR U.K.: FY'76

REF: LONDON 798, JANUARY 17, 1975; STATE CA-9016

1. REFTEL ON CCP INCLUDES IN CAMPAIGN NO. 8 ("NEW AUTOMATED AND LABOR SAVING AGRICULTURAL EQUIPMENT TECHNOLOGY AND ACCESSORIES") UNDER "PROJECT OBJECTIVES" PLANS FOR A VIDEO CASSETTE PROGRAM AND EQUIPMENT. THE IDEA IS EXPANDED UPON IN REFTEL UNDER "ACTIONS BY SEPTEMBER, 1975" WHERE IT IS STATED, COMMERCE TO DEVELOP WITH USIA VIDEO CASSETTE ON TOPIC OF "NEW PRODUCTS AVAILABLE FROM US IN AGRICULTURAL FIELD" FOR USE IN OUR SHOWS AND THROUGH COOPERATION WITH AGATTS OFFICE AT THEIR EXHIBITS THROUGHOUT THE YEAR.

2. THIS IDEA DEVELOPED IN CLOSE COOPERATION USIS, COMMERCIAL COUNSELOR AND AGATT. RECOMMEND IWE OBTAIN COPY REFTEL FOR REFERENCE.

3. ACTION: AGENCY REQUESTED COORDINATE WITH DEPARTMENT OF COMMERCE AND DEPARTMENT OF AGRICULTURE IN PRODUCTION 15 MINUTE VIDEOTAPE FEATURING NEW, AUTOMATED UNCLASSIFIED

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AND LABOR SAVING EQUIPMENT, ACCESSORIES AND TECHNOLOGY

RELEVANT TO UK AGRICULTURAL NEEDS.

4. VIDEOCASSETTE EQUIPMENT AND TAPE SUPPLIED BY AGENCY
WOULD GET EXTENSIVE USE THROUGHOUT THE UK. CURRENT
PLANS ARE FOR AGATT TO SHOW CASSETTE IN AS MANY AS
EIGHT HOTEL SHOWS THEY RUN THROUGHOUT THE UK, THE
COMMERCIAL SECTION TO TRY TO GET A SHOWING AT THE
SMITHFIELD AGRICULTURAL SHOW IN DECEMBER, 1975
AND AT THE ROYAL (AGRICULTURAL) SHOW IN JUNE/JULY 1976.
SHOWINGS WILL ALSO TAKE PLACE AT LONDON TRADE CENTER
DURING USDOC RECRUITED, JOINT EXPORT EXPANSION
PROMOTION (JEEP) SCHEDULED FOR MAY 1976. ADDITIONAL
OPPORTUNITIES TO GET MAXIMUM UTILIZATION OF VIDEOTAPE
AND EQUIPMENT WILL BE EXPLORED BY PAO, COMMERCIAL
SECTION AND AGATT.

5. REQUEST ASAP INFORMATION, ILLUSTRATIONS AND COST OF
EQUIPMENT AGENCY CONSIDERS SUITABLE FOR THIS PROJECT.
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